On-Floor Meeting Room Application & Contract

I. COMPANY INFORMATION
Company Name _____
Street _____City _____State/Province _____Zip code _____
Web site _____Company e-mail _____
Company telephone _____Company fax _____

II. MEETING ROOM LOGISTICAL CONTACT
Name _____Title_____
Address (if different than above) _____
Direct telephone/extension _____Direct fax _____Direct e-mail _____

III. DIRECTORY INFORMATION
☐ **Yes,** include my meeting room number in the onsite program & exhibit guide

☐ **No,** do not include my meeting room number in onsite program & exhibit guide (private)

IV. RENTAL FEES
Please read the Exhibit Rules & Regulations (on back of this application) regarding payment for space, cancellation policy and regulations.

A. These 12'x15' meeting rooms are temporary hard wall construction with lockable door and include:
• Conference table with 6 chairs • Carpet • Wastebasket • Company identification sign
Services such as audio-visual equipment, telephone, internet and catering are available at additional cost, please refer to the exhibitor service kit.

4 day rental: ☐ $6,000 members ☐ $7,500 non-member/ exhibitors

Single Day Rental: ☐ $3,000 members ☐ $4,000 non-member/ exhibitors
Date(s) needed for single day(s) rental_____

B. DEPOSIT REQUIRED: A 70% deposit of the total cost must accompany a completed application if received before January 2, 2015. Applications received after this date requires payment in full. Payment enclosed: $_____.

C. PAYMENT INFORMATION: Please make checks payable to International Dairy Foods Association. Payments must be made in U.S. funds and drawn on a U.S. Bank. (U.S. money orders preferred).
Wire transfers acceptable in U.S. funds. For wiring instructions, call 202.737.4332 or e-mail dairyshow@idfa.org. (Additional bank fees apply.)
We agree to abide by all the Rules & Regulations which are set forth by the International Dairy Foods Association & its official show contractors.

Print
Name_____Title_____

Authorized Signature_____ Date _____

If you have any questions, please contact:
Robin E. Cornelison, CEM
International Diary Foods Association (IDFA)
1250 H Street, NW Suite 900
Phone: 202.220.3542
Fax: 202.331.7820
E-mail: rcornelison@idfa.org

FOR SHOW MANAGEMENT USE ONLY
Date Received_____By_____Check #_____ Deposit_____
Member status: _____ MIS Number_____Order Number_____
Meeting Room/Booth Assigned_____

International Dairy Show 2015
McCormick Place | Chicago, Illinois | September 15 – 18, 2015

2015 Exhibit Rules & Regulations

The International Dairy Show 2015, hereinafter referred to as the "Show," is sponsored by the International Dairy Foods Association, hereinafter referred to as "IDFA" or "Sponsor."

1. SPACE RENTAL CHARGE.

The exhibit space rental charge is $32.50 (USD) per square foot for IDFA Members* and $41.50 (USD) per square foot for non-IDFA Members. The minimum booth size is 100 square feet. This fee includes a one-time drop of unlimited equipment & display materials and all outbound drayage. Additional orders to the general contractor will be billed separately at the exhibitor's expense at the rates published in the exhibitor kit. 10'x10' booths can opt-out of the drayage charge; costs per square foot: $29 (USD) for IDFA Members* and $38 (USD) for Non-Members. * Membership must be maintained from the signing of the exhibit space application to the end of the fiscal year in which the show takes place.

2. PAYMENT.

A 10% deposit of the total cost must accompany a completed application November 3, 2013 – January 1, 2014. The second payment (30%) is due by June 6, 2014. The third payment (30%) is due by January 2, 2015. Final payment (100%) is due no later than May 15, 2015. Applications received after May 15, 2015 requires payment in full. **Failure to make payment on this contract does not release the contractual or financial obligation on the part of the Exhibitor**. IDFA reserves the right to relocate Exhibitors who have not paid according to the payment terms described above.

3. CANCELLATION OF CONTRACT/DOWNSIZING OF BOOTH SPACE

In the event an exhibitor must cancel or downsize their request for exhibit space, the rental fee paid will be refunded in full ONLY if the notice of cancellation is received by Sponsor in writing within 30 days of signed contract, otherwise the following assessment schedule applies.

November 3, 2013 – January 1, 2014:	10%
January 2, 2014 – June 6, 2014:	40%
June 7, 2014 – January 2, 2015:	70%
January 3, 2015 –May 15, 2015:	100%

Cancellations/downsize requests must be made in writing and received by IDFA within 30 days of the singed contract in order to receive the appropriate refund for booth space. IDFA reserves the right to terminate this contract immediately and to withhold from the exhibitor possession of the exhibit space and exhibitor shall forfeit all space rental fees paid if the exhibitor fails to perform any material terms or conditions of this contract or refuses to abide by these Exhibit Rules & Regulations.

4. ELIGIBLE EXHIBITS.

Sponsor reserves the right to determine eligibility of any company or product to participate in the Show. Sponsor can refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of the Sponsor, compatible with the educational character and objectives of the Show.

5. DEADLINES FOR EXHIBIT SPACE.

Assignment of exhibit space at this time will be made based on the date the application and deposit are received, with priority given to past IDFA Exhibitors and Members. Following initial space selection and exhibit sales, applications will be assigned on a firs-come, first-served basis.

6. ALLOCATION OF SPACE AND ASSIGNMENT.

Whenever possible, space assignments will be made by IDFA in keeping with the preferences specified by the exhibitor. IDFA, however, reserves the right to make the final determination of all space assignments in the best interest of the Show.

7. MAINTENANCE OF EXHIBITOR SENIORITY.

Participation in the 2015 Show is considered to be exclusive of any other Sponsor-related events and therefore will not affect seniority status for other events unless stated by sponsor.

8. SUBLETTING OF EXHIBIT SPACE.

Exhibitors may not assign, sublet or share their exhibit space with another business or firm unless approval has been obtained in writing from the Sponsor. Exhibitors must show goods or services manufactured or produced by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplates imprint or trademark under which same is sold in the general course of business. Additional fees may be required.

9. LIABILITY.

Neither Sponsor, its members, nor the representatives and employees thereof, National Trade Publications, GES, its official service contractors nor McCormick Place, nor its representatives and employees will be responsible for injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibitor's contract.

It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that each exhibitor shall assume their own risk of any injury, loss or damage, and the exhibitor, by signing this contract, hereby assumes such risk and expressly releases the organizations and individuals referred to above from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the exhibitor shall be the exhibitor's responsibility.

10. EXHIBITOR INSURANCE.

The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than $2,000,000. Such insurance shall name the Sponsor as an additional insured. Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall.

11. DISABILITY PROVISIONS.

Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.

12. DAMAGE TO PROPERTY.

The exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to another exhibitor's property. The exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.

13. LABOR.

Exhibitors are required to observe all contracts in effect between service contractors, McCormick Place and Labor organizations.

14. EXHIBITS AND INSTALLATION.

Exhibit installation in McCormick Place depends on the location of your exhibit space. Target move-in dates are published in the Exhibit Service Manual. The first day for installation of exhibits is scheduled for September 10, 2015. No exhibits should arrive at McCormick Place earlier than this date. Refer to the Exhibit Service Kit, distributed in Spring 2015, for details. Exhibit displays must be fully set up and ready by 6 p.m. on September 14, 2015. After that time, any unattended booths will be set up at the discretion of the Sponsor, and all expenses will be charged to the exhibitor. In the best interest of the Show, the Sponsor reserves the right to reassign any un-set exhibit space after 6 p.m. on September 14, 2015. Carpeting, required by each exhibitor, shall be at his/her own expense and responsibility and may be ordered through the official Exhibit Service Contractor. Installation dates are subject to change, refer to the GES service manual for the most up to date information.

15. DELIVERY AND REMOVAL DURING SHOW.

Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during open hours of the Show without written permission from Show Management. All arrangements for delivery, during non-show hours, of supplies, such as flexible materials, cartons and products to be packaged must be made with Show Management. No deliveries may be made during show hours.

16. REMOVAL OF HAND-CARRIED MATERIALS.

Removal passes will be required to remove any materials from the floor. These passes are available from Show Security. Portfolios, briefcases and packages will be subject to inspection by the security.

17. ADMITTANCE DURING NON-SHOW HOURS.

Booth personnel will not be permitted to enter the exhibit floor earlier than 8 a.m. each day of the show and will not be permitted to remain on the exhibit floor after closing hour each evening. Exhibitors that require additional time should check with Show Management on the previous day.

18. INSTALLATION AND DISMANTLING PERSONNEL.

Each exhibitor may provide their own exhibit furnishings, and may specify their own independent contractor for the installation and dismantling of the exhibit. Exhibitors must notify Show Management in writing by June 7, 2015 of their intent to use the services of contractors other than those selected by Show Management for installation and dismantling. The exhibitor is responsible for ensuring that any exhibitor-appointed contractors supply Show Management with a valid Certificate of Insurance, naming International Dairy Foods Association and GES as additional insured, with a minimum of $2,000,000 liability coverage, including property damage. Exhibitors using companies other than the Sponsor's official contractors must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for Show Management files to qualify their company's participation. Upon verification, official service badges allowing access to the exhibit area during service hours only will be issued.

19. CONFLICTING EVENTS DURING SHOW HOURS.

The exhibitor agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the exhibit hall and meeting rooms during the hours of all Education and Show activities. All requests for meeting rooms, hotel suites and special function rooms must be approved by the Sponsor. If an exhibitor cancels their exhibit space, they will automatically lose the opportunity to use any approved meeting rooms, hotel suites or special function rooms.

20. DISMANTLING.

Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time on September 18, 2015. Every exhibit must be fully staffed and operational during the entire Show. The deadline for the dismantling of displays will be September 20, 2015. At this time, all exhibit displays or materials left in the booths without instructions will be packed and shipped at the discretion of the Sponsor, and charges will be applied to the exhibitor. Any exhibitor dismantling prior to the official closing time will be fined $500 and may lose the right to exhibit in future events. Move out will be coordinated by GES and will require exhibitor cooperation.

21. BADGES.

Official show badges will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Business cards are not to be used in badge holders. Exhibitors will be granted an allotment of (3) full conference badges per 100 sq. ft. of contract exhibit space. Badges needed in excess of this allotment must be purchased at the going rate. Unlimited guest passes will be allotted for processor/bottler invitations.

22. CHARACTER OF EXHIBITS.

The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models, are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has contracted with the Sponsor, no part of the convention center and its grounds may be used by any organization other than the Sponsor for display purposes of any kind or nature. Within the public hotel/convention center property, exhibitor brand or company logos, signs, and trademark displays will be limited to the official exhibit area only.

A. Attire. Representatives should be conservatively attired to maintain the professional and business-like climate of the Show.

B. Sound. Videos or movies relating to exhibitor's equipment will be permitted, provided projection equipment and screen are located on the rear one-third of the booth, and all viewers stand or sit within the booth.

Sound videos or movies will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighboring exhibitors.

C. Lighting. In the best interest of the Show, the Sponsor reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs or lights requires written permission from sponsor.

D. Booth Exteriors. The exterior of any display cabinet or structure facing a side aisle, or adjacent exhibitor's booth must be suitably decorated at the exhibitor's expense.

E. Noise and Odors. In fairness to all exhibitors, no noisy or obstructive activity will be permitted during show hours, nor will noisily operating displays or exhibits producing objectionable odors be allowed.

23. MUSIC LICENSING.

Exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors, including but not limited to, any music performance agreement between the Sponsor and ASCAP or BMI for meetings, conventions, trade shows and expositions. Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and be prepared to present Show Management with a copy of such license or grant no less than 30 days prior to the start of the Show.

24. DISPLAY HEIGHTS.

Display material and equipment must adhere to the Exhibit Construction Guidelines outlined on the floor plan and in the Exhibit Service Manual. Hanging signs are only permitted in island booths over 400 square feet.

25. POSITIONING EQUIPMENT IN RELATION TO AISLE.

To ensure the safety of all Show participants, any machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle.

26. RELOCATION OF EXHIBITS.

The Sponsor reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the exposition.

27. FIRE REGULATIONS.

Fire regulations require that all display materials be fire resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in the McCormick Place rules for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor; the convention center does not have crate storage facilities. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas and exit stairways must be maintained at their required width at all times that the Show is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

28. PHOTOGRAPHY AND SKETCHING.

Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of the exhibitor concerned in each case. Sketching or drawing machinery or products on display is prohibited.

29. FOODSERVICE & ALCOHOL.

All approved arrangements for all food and beverage service, except product sampling, must be made with the caterer at the convention center. Be sure to check the exhibitor service manual for details about product sampling from your booth. You must get approval prior to sampling. All alcohol in booth is limited to the last hour of each show day, unless approved by sponsor.

30. UNOFFICIAL SHOW PUBLICATIONS PROHIBITED. Exhibitors are prohibited from distributing and/or making available anywhere on the Show floor, in education sessions, or at an official Show hotel, any unofficial show publication(s) - in any format whatsoever - that may cause confusion or interfere with an official Show publication or Sponsor contract. Sponsor has the right to determine if a publication is in violation of this rule. Sponsor can reject the exhibit/exhibitor for any violation of this rule.

31. FAILURE TO HOLD SHOW.

Should any contingency prevent holding of the Show, the Sponsor may retain such part of the Exhibitor's rental fees as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred; if applicable remaining rental fees shall be refunded. However, exhibitors will not be reimbursed if the Show is cancelled, postponed, curtailed or abandoned due to an act of God, war, insurrection terrorist act, or radioactive contamination.

32. AMENDMENT OF RULES.

The Sponsor reserve the right to make changes, amendments and additions to these rules at any time, and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by the Sponsor.

I have read and understand the Exhibit Rules & Regulations. Initial _____